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## Use of University Identity, Logos, Name and Symbols of Armorial Bearings Procedures

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<b>Policy Sponsor:</b>	Office of the Vice-President, Advancement
<b>Name of Parent Policy:</b>	<a href="#">Use of University Identity, Logos, Name and Symbols of Armorial Bearings Policy</a>
<b>Policy Contact:</b>	Director, Brand, Marketing and Recruitment, Advancement
<b>Procedure Contact:</b>	Director Brand, Marketing and Recruitment, Advancement
<b>Effective Date of Procedures:</b>	June 13, 2014
<b>Review Date:</b>	Annually

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### Purpose

To ensure that Athabasca University's identity, logos and official symbols are managed effectively for consistent use of the university's brand in order to accurately reflect established standards and commitment to quality, excellence and strong brand position.

### Definitions

<b>Brand, design standards and/or guidelines</b>	The integrated system of visual elements, symbols, identifiers, templates and guidelines used to ensure consistency, quality and correct usage for the university to promote itself to its internal and external constituents.
<b>Logo</b>	The term "logo" refers to a number of visual elements, including symbols, wordmarks, stylized slogans, and combinations of these and other elements.
<b>Identifier</b>	The term "identifier" is used in reference to the Canadian Heraldic Authority, Symbolism of the Armorial Bearings of Athabasca University (AU) or AU's Coat of Arms.



## **Coat of Arms**

The official heraldic symbol granted to the university by the Canadian Heraldic Authority, Office of the Secretary to the Governor General of Canada.

## **Procedures**

The Director, Brand, Marketing and Recruitment, Office of the Vice-President, Advancement will be the authority for developing, approving, implementing and monitoring the university's visual identity and brand program.

It is not necessary for AU departments to develop new logos or stand-alone graphic identities apart from those outlined in the AU Design Standards manual. Logos or marks other than those outlined in the AU Design Standards manual may be developed by the Advancement, Brand, Marketing and Recruitment unit, but only in exceptional instances. Board of Governors approval is required for any changes directly relating to the university's primary logo and identity.

The consultation and approval process is intended to ensure consistency in the use of the brand and identity images of the university and to ensure that all uses of AU images provide an opportunity for effective top-of-mind recognition and brand positioning.

Brand, Marketing and Recruitment will ensure

- that items, documents, websites and/or online applications carrying the university name employ the name correctly, use a correct and approved version of the AU official identifiers and/or symbols and that contact information for appropriate university department is clearly displayed, where applicable
- that items documents, websites and/or online applications carrying the university name, symbols and/or identifiers are appropriate and correct, according to the university's Design Standards manual, the University Coat of Arms Usage Guidelines, and/or the Design for External Websites and Moodle guidelines
- that items, documents, websites and/or online applications carrying the university's name, symbols and/or identifiers support the strategic marketing and image-building activities of the university
- that items, documents, websites and/or online applications carrying the university's name, symbols and/or identifiers support the mission, mandate, vision and values of the university

Detailed information is published in the Design Standards manual, in the university Coat of Arms Usage Guidelines, and the Design for External Websites and Moodle guideline documents available from the Brand, Marketing and Recruitment unit and available for download from the Advancement intranet webpage.

## **Applicable Legislation and Regulations**

N/A



## **Related References, Policies, Procedures and Forms**

[Use of University Identity, Logos, Name and Symbols of Armorial Bearings Policy](#)

[Athabasca University Visual Identity Standards Guide](#)

[Athabasca University Coat of Arms Usage Guidelines](#)

[Athabasca University External Websites Visual Design Standards](#)

[Website Development and Maintenance Policy](#)

[Website Development and Maintenance Procedure](#)

## **History**

Governors of Athabasca University, June 13, 2014, Motion # 190-04 (associated policy approved)